



Sent Via Electronic Mail

Reese P. Stanley
Key Account Manager

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July 2, 1996

TO: ROU #1310
ROU #1710
ROU #2110 (Copy any/all appropriate personnel)
ROU #2910
ROU #1210

RE: F.A. Davis/Davis Distributors (MD-VA-NC Wholesaler)
Account #s 146880, 699713, 699715

Ladies and Gentlemen:

Recently, we conducted a Partners review (1st Half) and presentation of our 2nd Half Program with F.A. Davis department personnel.

As follow-up to subject meeting, the following issues were surfaced/discussed:

• Value-Added Program --

We continue to experience numerous returns on promotions to all branches, especially on Premium promotions. Returns seem to be primarily a result of retailers **cherry-picking** our programs, as BSGSF returns are not as prevalent.

We request your continued assistance in ensuring retailers are aware that returning a promotion will result in their being removed from future receipt of VAP promotions through Davis.

• RJR Special Promotions --

Any/all special promotions must be communicated to Davis a minimum of (2) weeks out. Subject communication would include any force-outs which require extra product being bought/stamped. You may handle these communications directly with Davis Branch or through our office.

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• **RJR Stickers Program** --

Davis personnel continue to evaluate labor costs/demands relative to a ongoing sticker program. Although slow to react, Bill Kaiser, President, insisted on initiation of this program at the earliest possible date.

We of course, will keep you advised of initiation dates and procedures relative to same as they become available.

• **Pilot Private Label** --

Davis has accepted our proposal to restructure pricing to include full \$2.30/carton off-invoice. Subject restructure is effective with shipments of July 1, and should be reflected at retail by Monday, July 15.

In addition, extra \$1.00 off/carton program remains in effect through July 31.

Numerous opportunities continue to exist at retail and this pricing restructure provides **another** tool to expand our Pilot distribution through Davis.

• **Warehouse Consolidation** --

During late July or early August, Davis will consolidate their (2) Baltimore operations to the Cabot Drive location, formerly The Eli Witt Company. Obviously, this streamlining should be very beneficial in servicing their retail account base.

We will provide updated address, phone and fax numbers as effective date nears.

Hopefully, above recap is of assistance in your day-to-day activities which involve Davis Distributors.

As always, should you have needs, questions, or issues for this important direct account, please communicate with our office.

Sincerely,

Reese

R.P. Stanley
KAM - #2940

RPS:jk
cc: RSMs
KAM Joe Birlin

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